

FOSTERING SUSTAINABLE BEHAVIOR
OCTOBER 7-8, 2009
COASTAL GEORGIA CENTER - SAVANNAH, GEORGIA

We invite you to attend a seminar with Dr. McKenzie-Mohr, environmental psychologist and founder of “community-based social marketing” and challenge your assumptions on educational program delivery. Learn how this new approach, which focuses on promoting behavior change through outreach, has become an effective method for building sustainability along the coast for both individuals and businesses. There will be a one day introductory workshop followed by a one day advanced workshop in historic Savannah, GA.

Join us for one or both days to learn 5 steps that can help your community to promote and maintain sustainable behavior. Those attending the introductory workshop will learn how to foster sustainable behavior by selecting behaviors, identifying barriers, developing strategies, conducting a pilot program, and broad scale implementation, as well as case studies illustrating the use of this method. The advanced workshop will dive more in-depth into the design and evaluation of your own community-based social marketing program, as well as discussion about the program’s application and implementation.

WHO SHOULD ATTEND?

If you design or fund programs to encourage individuals or businesses to engage in behaviors beneficial to a sustainable future (such as energy and water efficiency, waste reduction, watershed protection, transportation, etc.), this workshop will have relevance for you.

HOW DO I REGISTER?

The workshop will be limited to 75 participants to ensure opportunity for ample discussion, so make sure to register early. To register, please follow the link <http://www.sapeloislandnerr-ctp.org/Workshops/> If you have not created a profile yet, please take a brief moment to create one by clicking Create Profile under the Login boxes. You can then return to Workshops and register. This will facilitate registration for any future programs.

Introductory Course Cost: \$75 - Wednesday, October 7, 2009 8:30-4:30 PM

Advanced Workshop Cost: \$75 - Thursday, October 8, 2009 8:30-4:30 PM

2-Day Introductory and Advanced Workshop Cost: \$100 - October 7-8, 2009 8:30-4:30 PM

Note: Registrants for the advanced workshop must have previously attended an introductory workshop by Dr. McKenzie-Mohr or have read his book, *Fostering Sustainable Behavior*.

The workshop will take place at the Coastal Georgia Center in Savannah, located at 305 Fahm Street. Rooms have been held at the nearby Hampton Inn and Courtyard Marriot for October 6-8 and can be booked by calling 912-721-1600 or 912-644-6880. Both hotels are within walking distance of the Coastal Georgia Center.